

Intellivent Group Director of Marketing

Top Food/Consumer Goods Marketing firm in midtown specializing in food and media marketing is looking for an Director of Marketing to be part of our growing family. The Director of Marketing will report directly to the VP of Marketing and will assist in maximizing the efficiency and productivity of all marketing programs with a strong focus on program development – online/offline. The Director of Marketing will have "hands-on" involvement in the execution and planning of overall marketing programs including online marketing, traditional advertising, promotions, public relations, events, project management and analysis and be responsible for revenue generating programs.

General responsibilities include:

- Assist in overall project management and execution of marketing plans for various partners and clients in collaboration with VP of Marketing
- Support VP of Marketing by managing day to day activities, timelines and budgets for various marketing projects and programs
- Create awareness by developing and implementing viral marketing strategies and promotions via Twitter, Facebook, Digg and other social media circles
- Develop, research, plan, and execute events, programs and promotions
- Coordination with creative department for all marketing programs
- Measure results and ROI on all marketing projects

Requirements:

- 5+ years in marketing field with experience in online marketing , consumer marketing, advertising, events, planning and execution. Must have proven, hands on experience with online/offline marketing campaigns.
- Must have proven record of generating revenue and increasing traffic for e-commerce sites and programs.
- Solid understanding of current media and social network marketing sites and how to navigate them.
- Knowledge of Omniture, Google Analytics or other Web Analytic services as well as knowledge of HTML, CSS, Java Script and Flash and how search engines are influenced by web technologies.
- Ability to manage multiple projects at the same time, detail oriented.
- Excellent written and verbal communication skills, ease in preparing presentations.
- Strong analytical and data skills a must.